

Jantzen looks for you.

To make a joint statement in
pastels: red, white and blue.
Now, on the wings of CP Air,

an airplane
carries a
piece of
beach where
you can watch
the sun go by
Mooning.
Jantzen of
Crest Beach.
Nylon. The
All-Canadian
summer at
better prices
everywhere.
About \$1.00
for his and
\$12.00 for
hers.



April 72
Rita Diebst

Jantzen

figure 1



figure 2

Rufus Phillips for Congress



figure 3

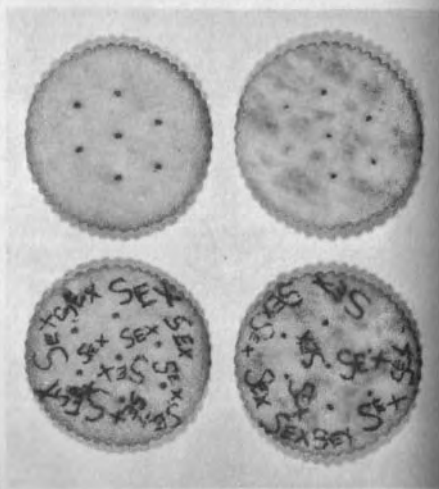


figure 4



figure 5



figure 6



figure 7



figure 8



figure 9

figure 10



figure 11

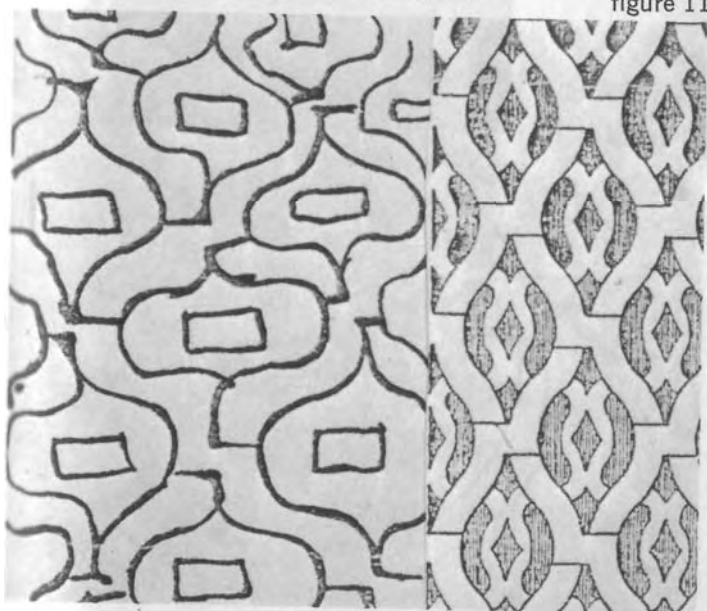


figure 12



figure 13

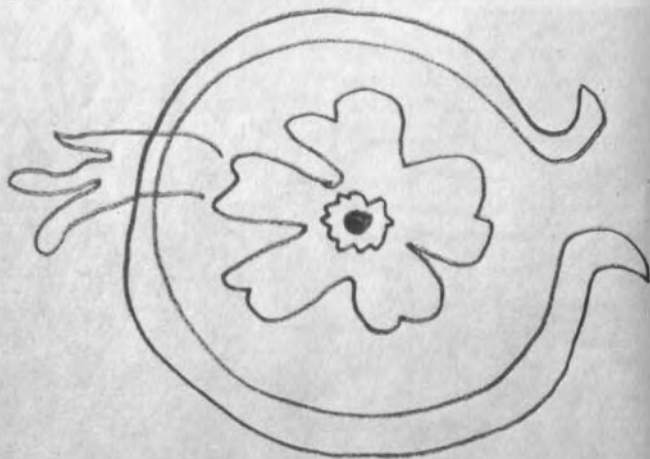


figure 14



figure 15



figure 18

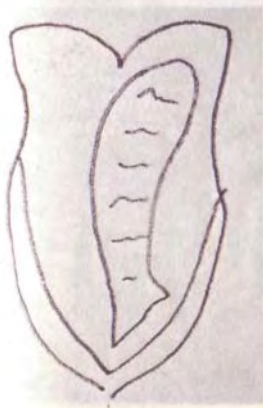


figure 19



figure 20

figure 21





figure 22



figure 23



figure 24

THE BOOK IS YOURS TO DO WHAT YOU WANT WITH.

Just about any number you want is in the book - a flick of the page and you've found it. But you can make it even easier. Circle names. Bend over corners. Write in the margins and make red marker slashes against the numbers you just never seem to remember. Because the busier your directory looks, the harder it works for you.

FRONT PAGE NEWS. Want to know where to report trouble on your line? Long distance directory assistance? Area codes? Even the best long distance bargains? Look to the front first. It's all in the book.

THE LITTLE BIG BOOK Because you'll feel silly carrying our big book in your pocket or purse, we've made a small one for the numbers you call a lot. Put our business office number in it too - so you can call for more free copies if you need them!

figure 26



**If you don't take care of this tooth,
the permanent one might not be so cute.**

Sure, a lot of people figure it doesn't really matter if a "baby tooth" goes missing. After all, it's just a little temporary tooth.

But it really does matter. First, the tooth is so small, so every so it can be a big problem. So, the tooth might have to be pulled.

Then, the space left by the pulled tooth can cause bad spacing of the permanent teeth which can affect anything from your child's bite to his appearance.

So it makes sense to take care of these first little teeth just like you would big teeth. With the right foods, regular checkups, and brushing after every meal with a good toothpaste.

We hope this toothpaste will be Crest.



figure 27





figure 28

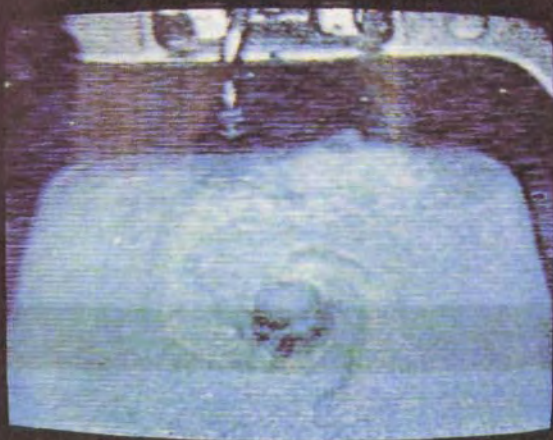


figure 29

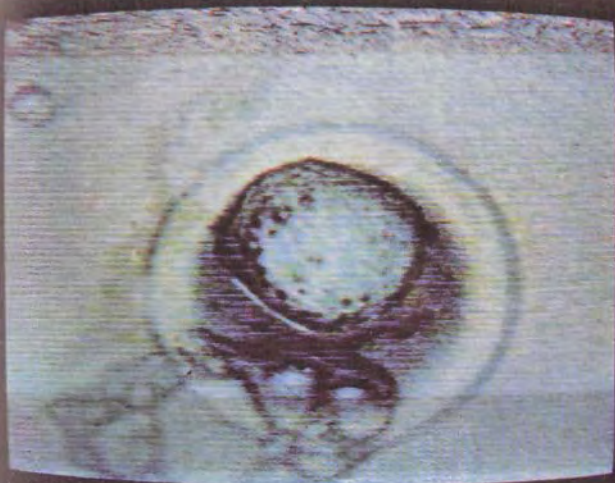


figure 30

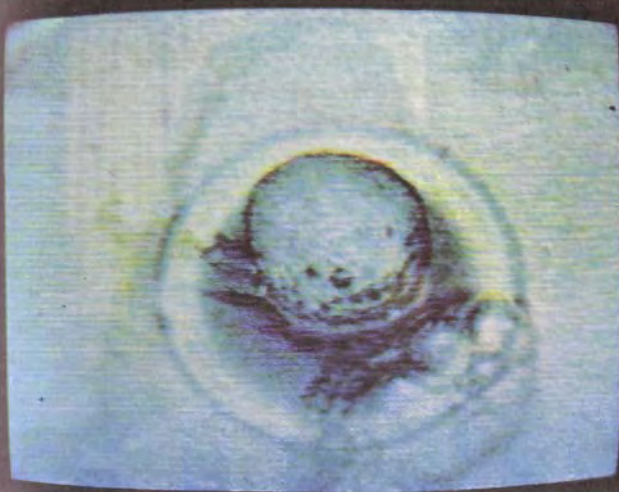


figure 31



figure 32



**NEW...
FIRST SKIN CREAM
THAT EVEN PROTECTS
YOUR HANDS IN WATER**

figure 33

figure 34



EVERY YEAR YOU GIVE GIFTS
AS A TRADITION.
THIS YEAR GIVE A TRADITION
AS A GIFT.



figure 35

Edgewise
May 1975

Getting the rocks in the Johnnie Walker Red bottle
is a lot easier than getting
the Johnnie Walker Red in the bottle.



Only a master blender with years of priceless knowledge can make every single drop of Johnnie Walker Red taste the same year after year.

He has to have over forty of Scotland's finest whiskies at his command all of the time to achieve the smooth, satisfying flavor that has made this the world's favorite bottle of Scotch.

Anybody with a bottle cutter can get the rocks in.

Say "Johnnie Walker Red." You won't get it by just saying "Scotch."

figure 36





figure 38



figure 39



figure 40



figure 41



figure 42

figure 43

When Paul and his grandparents
have the same problem...




A problem with constipation can be helped by Magnolax. The powerful laxative therapy that is gentle enough for Paul, coming through the digestive tract. For Paul, and everyone else, Magnolax is the answer. For his grandparents, too. Magnolax goes to work quickly and effectively to relieve the discomfort of constipation and its general symptoms. Without irritating the colon. Most Powerful and Gentle Magnolax. And finally, constipation. Gentle enough for children, strong enough for adults.

At Woolpole we wish you well.



towers
DEPARTMENT STORES

100% Polyester
Lots of flair
In easy care
Wash 'n' Wear

Julie-Wave Top & Skirt Set
REG. 5.00 SALE 3.88

2 Great Full Skirts in
Dramatic Polyester
REG. 6.00 SALE 4.98

Crash Full Skirt
3.88

Recent and Puffy Puffed Blouse Coat
4.48



figure 45

figure 44

*The Social Studies: HUMPHREY LEADS
A Revolution Is On* **GOVERN IN OHIO**

*New Approach to Quantifying Corporate
Industry Earnings Expectations*

A. Edward A. Sullivan

Dr. Sullivan is professor of psychology at the University of Illinois at Chicago, where he has been teaching since 1970. He received his Ph.D. from the University of California at Berkeley in 1968. His research interests are in the area of social cognition, particularly in the area of social perception and social interaction. He has published numerous articles in the field of social psychology and is co-author of the book "Social Cognition: The Psychology of Social Perception" (1980). He is also co-editor of the journal "Social Cognition".

the fact that the region is not a homogeneous area, and that the different parts of the region have different characteristics. The region is divided into three main parts: the north, the center, and the south. The north is the most developed part of the region, with the highest level of economic activity. The center is the least developed part of the region, with the lowest level of economic activity. The south is the most developed part of the region, with the highest level of economic activity. The region is also divided into three main parts: the north, the center, and the south. The north is the most developed part of the region, with the highest level of economic activity. The center is the least developed part of the region, with the lowest level of economic activity. The south is the most developed part of the region, with the highest level of economic activity.

Columbia Policemen Oust Students From Kent Hall

by MICHAEL S. KAPLAN
 Director, University Communications, The Ohio State University
 Columbus, Ohio 43210

most men have on that
but they're different
the way you connect

By the way: I'm currently looking for a new home. If you're interested, please contact me at 310-341-1111.

Almanac This Week
 Apples, 10¢; Bananas, 15¢; Beans, 10¢; Broccoli, 10¢; Cabbage, 10¢; Carrots, 10¢; Cauliflower, 10¢; Corn, 10¢; Cucumbers, 10¢; Eggplant, 10¢; Garlic, 10¢; Green Beans, 10¢; Kale, 10¢; Lettuce, 10¢; Onions, 10¢; Peas, 10¢; Potatoes, 10¢; Spinach, 10¢; Tomatoes, 10¢; Zucchini, 10¢.

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4. Study of Capital

April 1938. *Stellaria* *Stellaria* at base of tree, 10 m. N. of base of tree, in shallow, wooded track. In
some places growing in soil. One of the plants, which has brought in from some other place.

Amtrak Deep in Debt
At End of First Year

[illegible]

ENEMY ARTILLERY
BATTERSGANGTH
ASKING TIGHTEN

Every author's first language is English. The following are the authors' current affiliations:

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

is required on West 1st St.
Public House Traffic

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the book to have left
the white space large
enough to hold some
of the information left

...and the ...



figure 46

figure 47

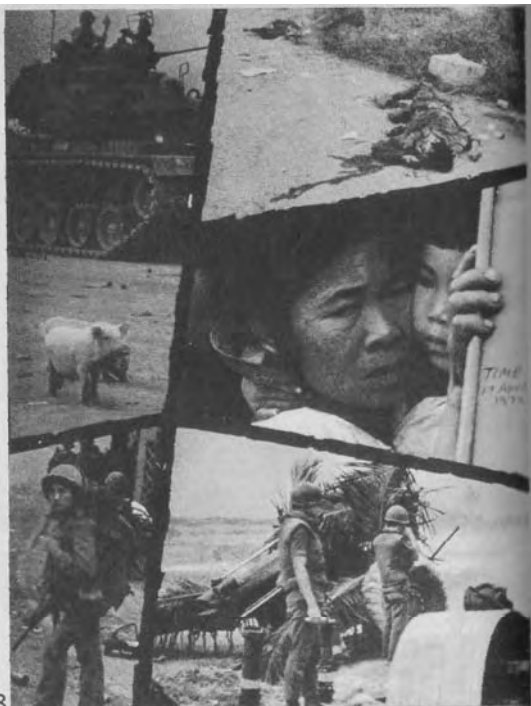


figure 48

figure 49

